

SENATE JOINT RESOLUTION 603

By Crowe

A RESOLUTION to honor and recognize Tennessee as the birthplace and the home of Mountain Dew.

WHEREAS, the fourth best-selling soft drink in the United States and a nine-billion-dollar brand globally, Mountain Dew is PepsiCo's biggest/fastest-growing brand; and

WHEREAS, the humble beginnings of this soft-drink giant were in East Tennessee, ranging from Knoxville to Johnson City; and

WHEREAS, Barney and Ally Hartman are the creators of Mountain Dew, and Knoxville is the birthplace of Mountain Dew; and

WHEREAS, an application for trademark for a soda named Mountain Dew was filed in 1948 with the U.S. Patent Office by Hartman Beverage Company of Knoxville; and

WHEREAS, brothers Barney and Ally Hartman then bottled a lemon-lime mixer they jokingly called Mountain Dew, a nickname for moonshine coined in the 19th century, with a hillbilly logo and concept; and

WHEREAS, Charlie Gordon and Bill Bridgforth were responsible for the initial growth of Mountain Dew and the subsequent creation of the new flavor, and Johnson City is the home of Mountain Dew; and

WHEREAS, in 1954, the first franchise for Mountain Dew was awarded to Charles "Charlie" O. Gordon of Johnson City, the founder of the Tri-City Beverage Corporation who was an innovator in soft-drink production and a pioneer in television advertising; and

WHEREAS, as manager of Tri-City Beverage, Bill Bridgforth utilized the Tip Corporation to create a new flavor for Mountain Dew (then Tri-City Lemonade); and

WHEREAS, in 1960, Bill Bridgforth transferred his moderately successful Tri-City Lemonade flavor into the green Mountain Dew bottles, and the "New" Mountain Dew quickly became a hit in the East Tennessee area; and

WHEREAS, first manufactured in Johnson City, this yellow citrus-lemonade flavor is still the formula for Mountain Dew today; and

WHEREAS, fueled by an aggressive advertising campaign, Mountain Dew experienced exponential growth; since being acquired by PepsiCo in 1964, Mountain Dew has been transformed from a beloved regional product into the third-biggest liquid refreshment beverage megabrand in the U.S., with sales in the billions; and

WHEREAS, Johnson City was honored by the PepsiCo Corporation in 2012, when the company introduced an extension to the Mountain Dew brand in honor of Johnson City's contribution to the success of Mountain Dew; this new Mountain Dew was called "Johnson City Gold" and is the only Pepsi product known to carry the name of a U.S. city; and

WHEREAS, some seventy years ago, Mountain Dew was born in Knoxville only to achieve its full potential in Johnson City several years later; these momentous occasions are worthy of being commemorated by this legislative body; now, therefore,

BE IT RESOLVED BY THE SENATE OF THE ONE HUNDRED TENTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE HOUSE OF REPRESENTATIVES CONCURRING, that we honor and recognize Tennessee as the birthplace (Knoxville) and the home (Johnson City) of Mountain Dew on the occasion of this ambrosial drink's seventieth anniversary.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.